



**Chantecler CIGARETTE PAPERS**  
None finer made  
Chantecler Quality Extra Superior  
DOUBLE AUTOMATIC BOOKLET 5¢

**Open Sesame To Sales**

Despite the many illustrations of its efficacy that could be quoted with little effort, the value and power of advertising is not yet fully appreciated, even by many of those who stand to gain the most by it.

It is often asked, "If advertising is so good, why does the world not hear a passage to your door or words to that effect; but the corollary to this—a most important one and one that is sometimes overlooked or minimized, is the necessity of letting the world know that you have something it wants before it is possible to have the well-trodden path to the proverbial door."

In other words advertising is the open sesame to sales of goods and services.

The world may thirst and hunger for something you have to offer, but the world will continue to lack that something if you neglect to let the world know that you have it.

A popular slogan of the time was "Value is the best advertisement," results that it brings is also often overestimated or minimized. Advertising brings demand. Demand spells sales. Sales further demand and volume of production, and volume means reduction in costs, lower selling prices and improved products. Lowered prices and goods widen the range of demand and this, in turn, stimulates additional sales.

**A Remarkable Example**

A shining example of the value of advertising as a stimulus to business is afforded by the automobile industry.

Less than 35 years ago Walter Chrysler paid \$5,000 for his first automobile. He had to pay better prices for parts and materials which had to be started by a hand crank, whose oil lamps had to be lighted with matches and whose brakes had to be operated by hand.

But consider the automobile of to-day and its cost. For one-fifth of the sum paid by Mr. Chrysler for his first model, or even less, the giant car can be produced upon its own workbenches under almost any conditions and a machine comprising so many refinements and improvements when compared with the pioneer models, that it would take a column or more just to list them.

And the result, an infinitely superior vehicle at a fraction of the selling price in the earlier days of the industry, is largely the result of advertising. What happened in the automobile industry was something like this, to quote Wright A. Patterson, an authority on the subject: "Advertising created increased demand. Demand was responsible for increased employment. Increased employment brought augmented purchasing power and this in turn stimulated further demand," added and abetted by continued and additional advertising.

Thus on a foundation of advertising was built up one of the greatest industries in the continent, which in its turn has given birth to many other industries and created more jobs, more pay rolls and more potential and actual consumers of motor cars.

The same process and the same results are equally applicable to many other manufacturing industries, such as radio, refrigeration and a host of other smaller and less expensive commodities which are to be found in almost every home. Their name is legion but they would not have built up to date—should not be built up—today and would not have built up flourishing industries had it not been for advertising, without advertising no one would have known about them.

**Discursive Theory**

Now are the benefits of advertising confined to manufacturers and consumers of manufactured products. They are of equal advantage to the distributing services of the country. The grocer, the butcher, the baker and the candlestick maker are also beneficiaries of advertising, as well as their customers if they only realize it.

The commercial man who makes use of his available local advertising facilities and as a result creates volume of sales for his goods or his services is enabled to reduce his overhead costs and is thus able to cheapen the product or the service which he offers, giving him a distinct advantage over his non-advertising competitor. As a result not only does the advertising merchant benefit but his customers are the ones who benefit since they are able to buy a commodity or a service at less cost or a better article or a better service at the same price. Either way, both benefit.

When this self-evident truth becomes better understood and more readily appreciated the fatal doctrine that is sometimes circulated in the towns and on the farms that advertising is an "economic waste", paid for by the consumers, will be discredited, as it deserves to be.

**Small But Powerful**

Courtesy Is Very Useful Every Day

I am a little thing with a big meaning. I help everybody. I unlock doors, open hearts, dispel suspense. I create friendship and good-will. I inspire respect and admiration. Every day I do my duty. I am a law unto myself. I violate no law. I cost nothing. Many have praised me, none has ever condemned me. I am pleased to those of high and low degree. I am useful every moment of the day. I am Courtesy.—Leamington Post and News.

**Indians Had Remedies**

Acquired Comprehensive Knowledge Of Medicinal Properties Of Herbs

Dr. J. T. Heassey, director of Public Health in Ontario, Canada, in his series of addresses on "The Romance of Medicine in Canada" has given interesting data on Indian life in this address, given in full in the Spring issue of "Health", the Ottawa medical journal.

"The Indians were possessed of a comprehensive knowledge of the medicinal properties of the vegetable kingdom. They had remedies for each disease and ailment. The Indian man was only a censor to superstition and not the curator of their medical knowledge. Their system of medicine was an unwritten one that was handed down from generation to generation and, in spite of the manifold defects in the system, was surprisingly complete."

**Looked Forwards**

Brookswood Recorder and Times says residents of a Western Ontario district are said to have experienced "tugging at the heart-strings" when their branch railway lines were closed, and travel might have been stopped if the weather had been bad enough to give the line decent pat-

ronage.

An astronomer says the Earth is speeding 180 miles a second on a course to meet the Sun in 2070,000 years to complete. It will have to do much better than that if it wants to leave its troubles behind.

Glass that may be bent, pointed and twisted is on the market. Thus, at long last, the principle of the toothpaste tube may be applied to the catchup bottle.

10c WHY PAY MORE

WILSON'S FLY PAD CO., HAMILTON, ONT.

WILL KILL MORE FLIES THAN SEVEN DOLARS WORTH OF ANY OTHER FLY KILLER!

Best of all fly killers. Clean, safe, strong, cheap. Ask your Druggist, Grocer or General

Merchant.

THE WILSON FLY PAD

CO., HAMILTON, ONT.

2311

**Heraldic Symbols**

Columbia University in New York Since 1897 Retains Crown

When King George and Queen Elizabeth visited Columbia University on Morningside Heights, New York, they set foot inside a college which despite 155 years of allegiance to the stars and stripes has retained a crown as one of its heraldic symbols.

At the flagpole at the university, which in the days when New York was a province of Great Britain, was called King's College, a substantial-looking gold-painted crown, and a crown is traced in white against the blue background of Columbia's flag.

It is the top of the iron crown

which was set on top of the weather-vane of the first King's College building at Park Place where New York's veteran skyscraper, the Woolworth Building, now stands.

Treasures, was shown to the King and Queen by President Nicholas Murray Butler during their 15-minutes' visit to the university on June 10, 1938, when they were lent a document by King George II on Oct. 31, 1754, granted King's College a charter creating a body political and corporate to deal "fact and otherwise frankly and openly" with the "Institution and Education of Youth in the Learned Languages and Liberal Arts and Sciences."

Columbia University is the official stationery and the royal crest is also figure likewise in the colophon prints on the title pages of books published by the Columbia University.

**Not His First Visit**

King George When Duke Of York Visited Niagara Falls

Contrary to general belief, it was not the first time that King George VI set foot on American soil when he made his visit to the United States.

As proof that the King, then a young adventurer, spent several hours across the border back in 1913, the Rev. J. W. Williams, minister of King's Presbyterian Church, Brandon, Ont., produced a photograph taken after Prince Albert, Duke of York, as he was known then, and a party of British naval cadets had disembarked at Lewiston.

"This picture shows Mr. Williams, 'up with the sun' at 6 a.m. in the Land of the Stars and Stripes."

The King was then known as Prince Albert, his age was seventeen, and he was a naval cadet attached to HMCS Cumberland, which put him into Halifax.

**Success Story**

Man From Ireland Makes Good On Rocky Ontario Farm Land

A success story with its locale the rocky farm land of Northern Frontenac County, Ontario, was unfolded in naturalization court at Kingston by Ferenc Molay, who came to Canada from Poland eight years ago with 10 cents.

Applying for citizenship papers with Ewald Mayer, who came here about 1920, he worked part-time and farmed near him in Orangeville township, Molay told the court through hard work his 10 cents had pyramidied until now he had a 500-acre farm with fine animals and \$2,000 in cash.

Mayer told how he bought a farm for \$2,000 and had paid off all but \$500 of the mortgage. They praised Canadian men and women, "the Romance of Medicine in Canada" gave interesting data on Indian life in this address, given in full in the Spring issue of "Health", the Ottawa medical journal.

"The Indians were possessed of a comprehensive knowledge of the medicinal properties of the vegetable kingdom. They had remedies for each disease and ailment. The Indian man was only a censor to superstition and not the curator of their medical knowledge. Their system of medicine was an unwritten one that was handed down from generation to generation and, in spite of the manifold defects in the system, was surprisingly complete."

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**Fresh Strange Auction Sale**

A strange fellow candle illuminated England's strangest auction sale at Chard in Old Poppe Inn's "secret chamber". The sale, held annually for disposition of a valuable catchment field, dated back 200 years.

They'll enjoy

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They'll enjoy

Christie's Graham Wafers

with a glass of milk

Fresh, crisp, delicious—nutritious—a well-balanced meal.

Some Cooking Hints

Things One Should Know To Get The Best Results

When a cake is done it is a delicate brown, has shrunk slightly from the edge of the pan and when pressed edgewise with the finger tip, springs back and leaves no mark on the surface.

For best results the ingredients for a cake—flour, eggs, and milk—should be at room temperature. Besides the shortening and sugar, the mixture is much easier to cream thoroughly and the result is a tender, moist cake.

Eggs should be at room temperature. Cakes should be held in the oven for a few minutes after the heat is turned off. They are glossy and have a moist rather than a dull and dry appearance.

Built On Record Time

Construction Of 11,000-Ton Ship Was Speeded Up In Glasgow

In the record time of 28 weeks an 11,000-ton ship, measuring 330 feet long, had been built at Chichester.

Ship for New Zealand motor passenger liner Essex. Construction was speeded up to make way for naval training.

Large quantities of apples will stay in a cool place for a week.

Apples should be stored in a cool, dry place, away from heat and moisture. There is no indicator of emotion more sensitive than the voice, and the only explanation of the change must be that the actual appearance of the King and Queen caused their first sight of Their Majesties. Not only did the cheering drop in pitch, although its strength did not diminish, but it changed entirely in quality.

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# SUMMER DESSERTS

*the  
Easy Way*

Get time off from the kitchen by making these quickly prepared desserts. All made with Canada Corn Starch . . . rich, inviting custard cups, cool, creamy puddings and appetizing frozen desserts. Everyone loves these whether treats, cermeteries, Canada Corn Starch never varies in freshness or quality. Ask for it by name.

## CANADA CORN STARCH

A product of  
THE CANADA STARCH COMPANY Limited  
also available in  
SENIOR'S CORN STARCH C.I.

## STRAIT GATE

By RUTH  
COMFORT MITCHELL

Copyright  
B. Appleton-Century Co., Inc.  
WNU Service

CHAPTER XII.—Continued.

The planes kept flying over them. They returned again and again, but they never hesitated. Kitty Modell stood on her rock and waved and waved, and the pilots gave no sign of noticing her.

"You fools, you fools! You blind bats!" she sobbed, cursing.

Then she made a careful search of the bushes and rocks and found that they were hidden above by a ledge, and lay over the one on which the plane had crashed. She might gesture and yell the whole time, but the plane would not see her.

"Okay, then," she said. She didn't try to tell Sarah Lynn. She took her hammer and a sheet of metal and began to hammer at the rock in the direction of Mt. Umunham, stamping constantly to mark the trail in some fashion, tying to the chapsaril the ribbon from her hair, then her hair, then her pants, again and again.

She found a large rock she tore up her papers and gathered twigs and dry leaves and got her fire to go.

She broke off branches of manzanita and fed the flames and she discovered that green stuff made a denser smoke.

In an incredibly short time the plane was gone, the smoke rising and dipping and circling. She could see the pilots peering down. She stood away from the fire and tore off her blouse and waded, and one of the air-currents was in awe of her. She flew past him, then she recognized the Hermod with Gunnar Thorwald ready to look at her. She pointed back-toward the place where he had left her passenger and he nodded and flew away in the same direction.

Kits knees gave way and she sat down, and the breeze blew acid smoke out of her nose and mouth, but she was up in a moment, running back to the wreck.

"Babe, it's ok! He's here! I'm married now, it's a minute—your boy friend is in his bed. Kit, it's all right, do you hear me?"

If Sarah Lynn heard she gave no evidence of it. She seemed to be busily engaged talking to herself and the free haze of her eyes closed and tensed stiffly, so Kitty Modell raced back again to keep her fire going and wait for Gunnar Thorwald.



He was an intolerable time in coming. She had moments of panic in which she was sure he hadn't seen her after all; that she had imagined him.

But at last she saw him working his difficult way swiftly through the thick, harsh underbrush.

"She lives?" demanded hoarsely.

"She's alive?" How? Ice-blue glistens, boring into her brain.

"Well, you see—it's on her. On her back. The ship is. I tried to lift it off of her—"

"Take me there!"

She turned and ran back, Gunnar following so closely that he almost tripped over her. "Quick!" he kept saying. "Be quick!"

They reached the wreck. Kitty Modell closed her eyes. She didn't want to see his face when he saw Sarah Lynn, but it was almost as bad to hear him. It sounded as if he had found her, and he had found her. She heard him, and Kit thought he must be talking in his own Swede lingo, for she could not understand the words, but she understood perfectly the terrible, racked sobbing.

He had been working Kit took her hand and she lay it over his eyes and looked at him. He was working so fast, so furiously, so surely, with such fierce efficiency. He wrenched and chopped and tore away, twisted and drew and beat with such power from him. It was like Kit watching the cold frenzy, that he could have done all of his bare hands.

Once he called to her and pointed to his canteen. "Give her water—a small drink at first." He looked at her fully for the first time. Only that I may need your help," he said loudly. "I would kill you."

"Take care of yourself," she said jauntily. "I can't tend to that little chore." She crawled close to Sarah Lynn and managed to make her take them slowly.

Two other men came running through the chaparral presently, with young Bill Dina following. They set to work instantly under Gunnar's directions and that speedily. They worked hard, busily, Kit could see, but she was sure the ace could have done it alone.

One thing he did alone. When the weight was finally dragged off of her back, Gunnar took his knife and let him stop and lift her.

She screamed once, a short, dreadful cry, and he put her down on the blankets Kit had spread. Sarah Lynn was still unconscious.

She lay burning face, regarding him clearly. She said thickly, "Go away! Don't come here!" She held up a warning hand. "Fly away the night! Ladybug, ladybug, fly away home!"

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Alberta's sugar industry will be represented at the dominion tariff board hearings in connection with the industry as a whole which opened Thursday last. Representatives of all the sugar growers and owners of sir laver refineries as well as the baking and confectionary business will attend. The investigation is ex-

pected to be lengthy. Alberta Co-operative Sugar Beet Growers will have as their spokesman John Blackmore, M.P.

These phases of Alberta's public health, when he visits Butte, Montana, will be the main topic of an address to be delivered by Dr. M. R. Bow, deputy minister of health, when he visits Butte, Mon-

tana, in the near future. The deputy will likely speak of preventive, curative and protective measures now operating in the province. Prior to his American tour, he will attend the annual meeting of the Canadian Health Association in Toronto. Later he may go to Ottawa to attend a dominion council meeting.